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I also certify that the application is now proceeding in the name as identified herein.

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Signed

Dated 3 October 2003

## Best Available Copy



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GB 0221000.3

By virtue of a direction given under Section 30 of the Patents Act 1977, the application is proceeding in the name of

MARCONI UK INTELLECTUAL PROPERTY LTD,  
PO Box 53,  
New Century Park,  
Coventry,  
CV3 1HJ,  
United Kingdom

Incorporated in the United Kingdom,

[ADP No. 08660763001]

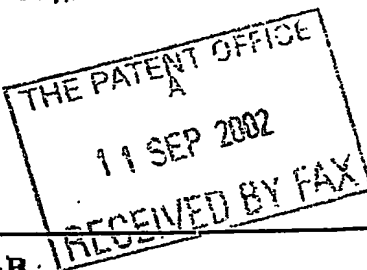
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The Patent Office

Curditt Road  
Newport  
South Wales  
NP10 8QQ

Your reference

P/63766.gba/HAB

Patent application number

(The Patent Office will fill in this part)

0221000.3

11SEP02 E747298-1 000314

P01/7700 0.00-0221000.3

11 SEP 2002

Full name, address and postcode of the or of each applicant (underline all surnames)

COMMUNICATIONS LTD

MARCONI TELECOMMUNICATIONS LIMITED

NEW CENTURY PARK

PO BOX 53

COVENTRY CV3 1HJ

ENGLAND

Patents ADP number (if you know it)

8462236001

If the applicant is a corporate body, give the country/state of its incorporation

AC  
11/77  
11.12.02

Title of the invention

MESSAGING MANAGEMENT

Name of your agent (if you have one)

H A BRANFIELD Alan Peter Cardus

"Address for service" in the United Kingdom to which all correspondence should be sent (including the postcode)

MARCONI INTELLECTUAL PROPERTY  
MARRABLE HOUSE  
THE VINEYARDS  
GREAT BADDOW  
CHELMSFORD CM2 7QS

Patents ADP number (if you know it)

787330002

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Country

Priority application number  
(if you know it)Date of filing  
(day / month / year)

If this application is divided or otherwise derived from an earlier UK application, give the number and the filing date of the earlier application

Number of earlier application

Date of filing  
(day / month / year)

Is a statement of inventorship and of right to grant of a patent required in support of this request? (Answer 'Yes' if:

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See note (d))

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Continuation sheets of this form

Description

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Claim(s)

3

Abstract

1

Drawing(s)

1

9. If you are also filing any of the following, state how many against each item.

Priority documents

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Statement of inventorship and right to grant of a patent (Patents Form 1/77)

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1. I/We request the grant of a patent on the basis of this application.

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*H A Branfield*

Date

11/9/02

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H A BRANFIELD 01245 707600

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## MESSAGING MANAGEMENT

The present invention is concerned with delivering messages, for example to a TV screen, which is associated with a fixed phone line, and delivered using an Intelligent Network (IN).

The interactive television set may be an analogue television set with a Controller (a decoder, or a 'set-top box', for example) or an integrated digital Television set, both of which will be referred to as 'a dTV' herein. The messaging service may be, for example, GSM Short Message Service (SMS) or IP-based Instant Messaging where a telephone number is associated with the sender. The messages can also contain images and video clips, sent via Multimedia Messaging services, using WAP or 3G and similar technologies.

According to the present invention there is provided a message delivery means arranged to accept a message from a message source and deliver it to a message recipient device, comprising a telecommunications system including an Intelligent Network platform including a plurality of applications, each application being stored at a respective Service Control Point within the Intelligent Network platform, the plurality of applications including means to handle received messages and deliver them to the recipient device.

There is further provided a telecommunications system comprising a message source, a message recipient device and an Intelligent Network platform including a plurality

of applications, each application being stored at a respective Service Control Point within the Intelligent Network platform, the plurality of applications including a message delivery means arranged to accept a message from the message source and deliver it to the recipient device.

The present invention will now be described with reference to the accompanying single figure, which shows an example of a dTV messaging configuration.

The present invention provides a telecommunications system comprising a message source and a message recipient device, one example of which is a dTV, plus Intelligent Network services, message centres, and means of delivering web pages to a dTV. The message source and the recipient device can be mobile phones, fixed phones, computers, personal assistants (PDA), dTVs and various other media and devices.

The invention is likely to increase the volume of messages and bring new revenue to Operators. It would be targeted predominantly at the residential market, or wherever a dTV can be associated with a fixed telephone line. Messages on a TV screen are more readable, generally able to display more information at any one time, and may suit a different population segment. Messages can be sent to a family as an entity or to those who do not have mobile phones at all. Even mobile phone users may prefer this service while at home, since they often tend to switch their mobile phones off and keep the television on. The TV is a focal point at home that can act as a convenient medium for message retrieval.

The message callback function included in the present invention is also set to increase revenues for the fixed line Operator. It facilitates calling back the message-sender by means of click-to-talk while viewing messages on the dTV. This is a convenient way of making voice contact with the message sender, without having to look up the number or dial out. It brings more traffic to the fixed network whilst saving money for users, since it sets up calls for fixed line phones instead of users calling back from mobile phones.

From the user point of view, the dTV is the medium for receiving and sending text messages, as well as responding to a message by calling back and establishing a voice/multimedia session.

The user may be notified of waiting messages by either an indicator on the dTV (or the set-top-box), or an icon on the TV screen. The service can be accessed by pressing a designated button on a dTV remote control. The user is then able to view text messages, along with sender details, messages time and date and other related information.

The users can use the dTV remote control or similar devices for navigation and for message management, for example - for deleting messages. The user can also enter new messages via the dTV, by a number of means, for example typing replies via:

- the remote control (with mapping to a keyboard)
- a soft keyboard displayed on the dTV screen
- infra-red portable keyboard.

The entered messages, addressed to either the sender of the currently selected message, or to a new addressee (by a telephone number), can then be dispatched.

If the user wishes to respond to the currently viewed message by a phone call, the callback function can be selected. The user's own phone rings first, which ensures that a callback was intended and not accidental. When the user hears the phone ring and picks up the receiver, the destination is then automatically dialled. If the original message-sender answers, the call is connected.

Delivery Service elements such as the following may be used:

- Messaging centre (text or multimedia) that can handle fixed phone addressees
- Interworking with dTV 'middleware' and the dTV
- An IN service that formats the message data and sends it on in dTV browser format
- An IN service that sets up a call from the associated fixed line to the message sender
- An IN service that generates charging information for messages in the same way as for telephone calls

The recipient message centre must recognise that a destination number is not a mobile phone, accept a fixed line phone number as a valid destination, and trigger the IN service. There the dTV address associated with the fixed line number is retrieved. The service sends a message-waiting notification to the dTV, to light up an indicator or display an icon on the TV screen.



When a user clicks on the service icon, the dTV browser sends a request to the IN service to forward the stored message(s) to the dTV. The IN service authenticates the user, identifies the user's personal message store, retrieves the text (or the multimedia file) and reformats it for the special dTV browser.

Users can enter outgoing messages, whether in response to received messages or not, and the message data together with the addressee's telephone number are sent to the IN service, via the dTV browser. The IN service formats the message and forwards it to the message centre for delivery in the appropriate messaging services network.

The callback function is activated on the dTV as a 'click-to-dial', where the user's associated fixed line phone is connected. The IN service is actually performing a 'third party calling', initiated by a program, not by dialling. The IN service obtains the message sender's Calling Line Identity (CLI) and uses it as the destination. The sender's number may be a mobile number or a fixed line associated with the sender, or any device using telephone numbers. When the call is connected, the IN service will then produce call-charging information that will be billed to the user's fixed line.

Outgoing messages cause the IN service to pass charging information to the switch, for it to generate billing records, which can be processed for the normal fixed line subscriber's bill. Furthermore, special incoming messages can also generate charging information, to allow adding items to the phone bill and to notify the user.

The figure demonstrates, by way of example, how this new service operates. Note that the invention works with either an integrated message centre or an external one, and with a variety of messaging sources and destinations.

CLAIMS

1. A message delivery means arranged to accept a message from a message source and deliver it to a message recipient device, comprising a telecommunications system including an Intelligent Network platform including a plurality of applications, each application being stored at a respective Service Control Point within the Intelligent Network platform, the plurality of applications including means to handle received messages and deliver them to the recipient device.
2. A message delivery means as claimed in Claim 1, wherein the message source comprises a mobile telephone, WAP phone, IP/SIP phone, Computer, Personal Assistant device, or a dTV.
3. A message delivery means as claimed in any one of Claims 1 to 2, wherein the recipient device and/or the message source is a dTV.
4. A message delivery means as claimed in Claim 3, wherein the dTV is connected via a Controller that enables it to be connected to the Intelligent Network platform, by a dial-up modem, DSL, satellite or Cable modem.
5. A message delivery means as claimed in any preceding claim, wherein the dTV initiates calling back the message sender using the received Calling Line Identity.
6. A message delivery means as claimed in Claim 5, where the call is set up for the user's fixed line phone and can be billed on the user's fixed line phone bill.
7. A message delivery means substantially as hereinbefore described, with reference to and as illustrated in the accompanying drawings.

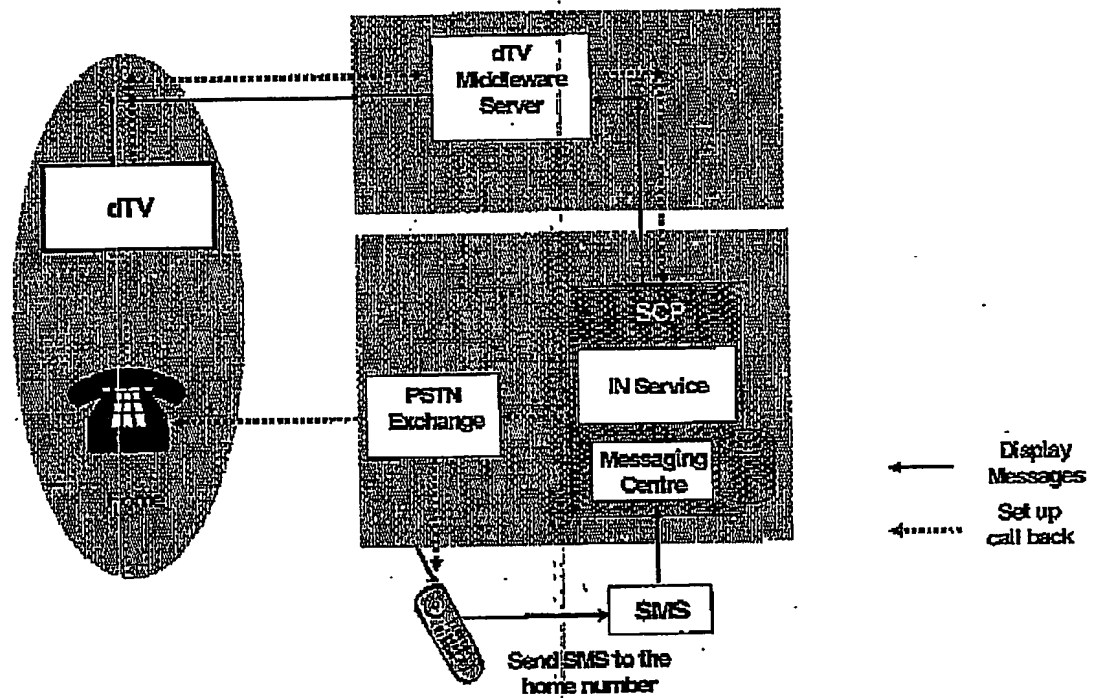
8. A telecommunications system comprising a message source, a message recipient device and an Intelligent Network platform including a plurality of applications, each application being stored at a respective Service Control Point within the Intelligent Network platform, the plurality of applications including a message delivery means arranged to accept a message from the message source and deliver it to the recipient device.
9. A telecommunications system as claimed in Claim 8 wherein the message source comprises a mobile telephone, WAP phone, IP/SIP phone, Computer, Personal Assistant device, or a dTV.
10. A telecommunications system as claimed in Claim 8, wherein the recipient device or the source device is a dTV.
11. A telecommunications system as claimed in Claim 10, wherein the dTV is connected via a Controller that enables it to be connected to the Intelligent Network platform, by a dial-up modem, DSL, satellite or Cable modem.
12. A telecommunications system as claimed in any one of Claims 8 to 11, including means whereby the dTV is used to initiate calling back the message sender using the received Calling Line Identity.
13. A telecommunications system as claimed in Claim 12, where the call is set up for the user's fixed line phone and can be billed on the user's fixed line phone bill.
14. A telecommunications system substantially as hereinbefore described, with reference to and as illustrated in the accompanying drawings.

15. A message delivery means or a telecommunication system as claimed in any preceding claim, wherein the Intelligent network platform includes an application that generates billing information for messages to be treated in the same way as billing information for phone calls.

## ABSTRACT

A message delivery means is arranged to accept a message from a message source and deliver it to a message recipient device, having a telecommunications system including an Intelligent Network platform including a plurality of applications, each application being stored at a respective Service Control Point within the Intelligent Network platform, the plurality of applications including means to handle received messages and deliver them to the recipient device. A telecommunications system has a message source, a message recipient device and an Intelligent Network platform including a plurality of applications, each application being stored at a respective Service Control Point within the Intelligent Network platform, the plurality of applications including a message delivery means arranged to accept a message from the message source and deliver it to the recipient device.

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